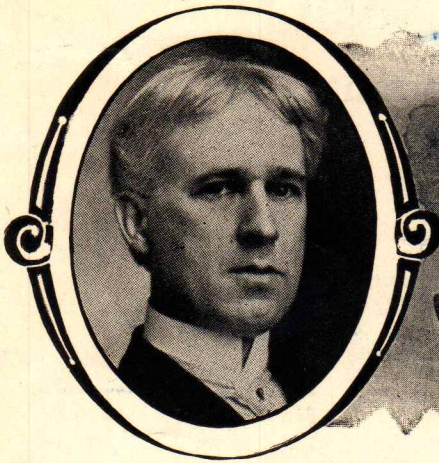




MR. ALFRED A.  
**Farland**  
PHENOMENAL BANJOIST

Direction of M. W. Lawrence. 358 East Second St., Plainfield, N. J.

This is ADVANCE INFORMATION to give my correspondents a chance to dispose of the banjos they now have before the NEW FARLAND banjo is WIDELY introduced and makes back numbers of them.

Between May 15th and August 1st, 1921, I covered over 8,000 miles of country and gave 30 recitals, the artistic success of which was greater than ever before in the many years I have played. In nearly all the places visited, my program of 15 numbers was lengthened by encores to from 18 to 22, some of the numbers being redemanded TWICE in some places, an unprecedented experience. The newspaper notices were FINE, the rich tone of the new banjo being frequently mentioned. The weather ranged from the hot humidity of the East and Middle West to the very cool, damp nights of the Pacific Coast, yet the tone of the banjo with metal head was always the same. How different from former times when I used skin; especially in the far Northwest where it is often impossible to keep a skin tight for ten consecutive minutes and one must use the wrench constantly to get even a FAIRLY good tone. On previous visits to that section I was always anxious for fear the skin would tear when tightened, and when I used gut strings I had to tune below pitch to make reasonably sure of getting through the program without accident. Only one who has had similar experiences can fully appreciate the feeling of comfort which the use of the metal head and Farland Silk Strings give a player. Only one string broke before an audience on the entire trip and that was due to my failure to replace a worn one before beginning the program. The quickness with which a new one was attached to the New Idea Farland Tailpiece won delighted approval from the audience. My own make 4th strings were also a great comfort. Instead of a new one for every concert, as would have been necessary with any OTHER make, 4 Farland Specials sufficed for 30. None broke but a new one was put on occasionally to minimize the possibility of accident. The bulk of my program requires 4th to D tuning, at that.

I want to introduce the NEW FARLAND BANJO in YOUR town this season and will be glad to play there under YOUR management or for some organization; American Legion, Orchestra, Band, Lodge, School or Church. Arrange matters and I will make it easy for you to own one of my fine banjos. Farland Recitals stimulate the banjo business and teachers, dealers and amateurs who promote them in accordance with my directions invariably reap good profits. If interested please let me hear from you SOON.

Yours truly,

*A. A. Farland*



# THE NEW FARLAND BANJO

## Excels All Other Banjos in Every Important Respect

The **PATENT BRACKET** used weighs less than one half as much as the old style yet is **MUCH STRONGER**. Other things being equal the banjo with the tightest head sounds best. The new bracket is the **ONLY** one in use which doesn't give under the strain of a tight head, and is the **ONLY** bracket with which it is possible to make a metal head as tight as it **MUST** be for **BEST POSSIBLE** results. Metal heads are giving better service than skin on all kinds of rims but the **BEST** possible tone can be attained **ONLY** on the **NEW Farland** rim fitted with his patent brackets.

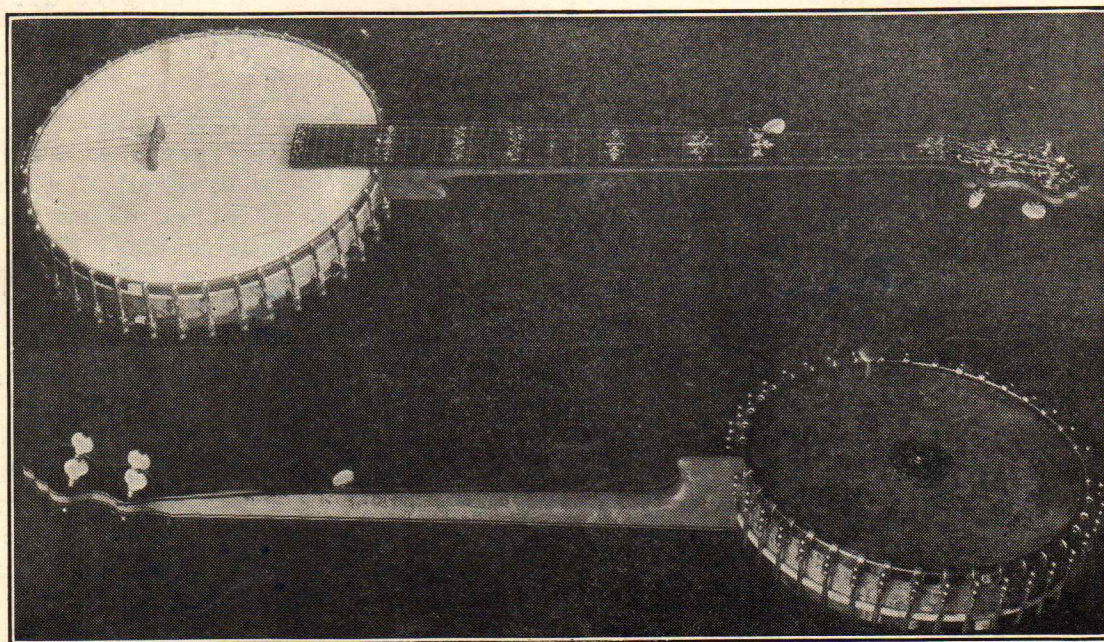
The **WELDED STEEL HOOPS** used are lighter and stronger than the brass hoops used on other banjos. Never pull out of shape and the hooks do not sink into them as

**HEADS**, metal or best calfskin as desired. Skins not guaranteed against breakage. Metal guaranteed to stand the strain of banjo hooks and nuts for five years.

**Styles and Prices.** Parlor Grand in birch or maple, \$75. Concert Gd., \$100. Artists' Gd., \$125. Artists' Gd., No. 2, \$150. CG and AG in birdseye or curly maple. All styles made in 4 sizes. 11, 11½, 12 and 12½ inch. All have 29 frets. Extension fingerboard carries 7. Tenor Banjos, Mandolin-Banjos and Guitar-Banjos made in the same styles at the same prices.

Other things being equal the larger the head the better the tone, **PROVIDED** that it bears on the **OUTER** edge of

ARTISTS' GRAND NO. 2



PRICE \$150.00

is the case with brass. These hoops are guaranteed not to rust for five years.

The **RESONATOR** is inconspicuous and does not encumber or disfigure the instrument, as others do, but on the contrary, **ADDS** to its appearance from the rear. It makes the tone **DEEPER** and **STRONGER** just as any other properly adjusted **WOODEN** resonator does. Metal resonators do **NOT** impart as good a quality of tone as those made of wood.

The New Idea Farland **TAILPIECE** is riveted to the hoop, stays put and a string can be fastened to it in a second.

The **HARP ATTACHMENT** is operated by a push lever which comes through the resonator.

The **HARD WOOD RIMS** are very strong and stand up under the strain of any kind of a head. Ornamental veneer of beautiful birch, maple, or birdseye maple. **NECKS** and **Resonators** to correspond. All **FRENCH POLISHED**. Patent Pegs, Pearl inlaying and Finish equal to any.

the rim so **ALL** of it can vibrate. A banjo with an inner bearing for the head set from  $\frac{3}{4}$  to 2 inches from the outer edge of the rim sounds the same as one with a rim the **SIZE OF THE BEARING** with the head resting on the outer edge, provided that both have the same scale, nut to bridge. How foolish to buy a 12-inch banjo with an inner ring or bearing set  $\frac{3}{4}$  inch from the outer edge of the rim when a 10½-inch **WITHOUT** the bearing gives the same tone! Why carry the weight of a 12-inch banjo with inner bearing 2 inches from the outer edge when an equally long scale banjo having an 8-inch rim **WITHOUT** the bearing will sound the same? The advantage is all with the smaller rim in such cases because the small head stretches less and is easier to keep tight.

Changes of temperature cause metal to sweat and this condensed moisture is readily absorbed by skin. Moisture brings rust or verdigris which eats holes in skin. Skin heads should rest on **WOOD**.